

NATURAL LANGUAGE SEARCH FOR AUDIENCE

ABSTRACT OF THE DISCLOSURE

A facility for defining a group of people is described. The facility provides a visual user interface containing a control for receiving a query string. The facility receives a query string via the control, and uses an index on a body of documents to identify documents of the body that satisfy the received query string. The facility accesses a record indicating which documents of the body were accessed by each of a population of people during a foregoing time period to identify people among the population that accessed at least a threshold number of the identified documents during the foregoing time period. The facility displays within the visual user interface, in conjunction with the control, information characterizing the people identified.